AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

1. (Previously Presented) A heuristics analysis tool embodied in a computer-readable storage medium, comprising:

a persistent table, having clean data records and key records wherein at least one key record is associated with each clean data record, each key record having at least one field of data from the associated clean data record; and

heuristic-based routines to match newly received data records to the key records in the persistent table, the heuristic-based routines to iteratively clean the newly received data records by modifying the newly received data records in response to no match occurring between the received data records and the key records in the persistent table.

2. – 3. (Cancelled)

4. (Previously Presented) The tool as set forth in claim 1 wherein each said clean data record is a completely clean data file.

5. (Original) The tool as set forth in claim 1 further comprising:

at least one column recording one or more of said heuristic-based routines that were involved in generating each of said key records.

6. (Previously Presented) The tool as set forth in claim 1 further comprising:

a time-stamp associated with each said key record in the table wherein said time-stamp is indicative of most recent use.

7. (Original) The tool as set forth in claim 1 further comprising:

special flags associated with said key records, said flags associated with specific heuristic considerations.

8. (Previously Presented) The tool as set forth in claim 7 wherein one of the special flags is a quality factor assigned to each said key record.

9. (Previously Presented) A data association and cleaning method comprising:

storing a plurality of clean data files and, associated with each of said clean data files, at least one indexing record, each said indexing record containing at least one field related to a respective associated clean data file such that said at least one indexing record serves as a pointer to the respective associated said clean data file;

comparing an input data record to the indexing records for obtaining a match, and if the match occurs, assigning said input data record to the respective associated said clean data file;

if the match does not occur, iteratively cleaning the input data record until at least a near-match between said cleaned input data record and at least one of the indexing records is obtained and assigning said cleaned input data record to the one of said clean data files associated with the near-matched indexing record; and

upon a near match, adding said cleaned input data record as a new indexing record for the associated one of said clean data files, and upon no match, adding said cleaned input data record as a new clean data file with an associated indexing record therefor.

10. (Original) The method as set forth in claim 9 wherein said storing is in a displayable format.

11. (Original) The method as set forth in claim 10 further comprising:

at given intervals, performing a data clean-up on a stored table in said displayable format.

12. (Previously Presented) The method as set forth in claim 9 wherein upon said adding said cleaned input data record as a new clean data file with an associated indexing record therefor, flagging said new clean data file.

13. (Previously Presented) The method as set forth in claim 9, said iteratively cleaning further comprising:

cleaning said input data record and storing a first cleaned input data record;

comparing the first cleaned input data record to said indexing records, and

upon recognizing a match therebetween, stopping said comparing, and retrieving the associated clean data file for association with said first cleaned input data record,

upon not recognizing a match therebetween, re-cleaning said first cleaned input data record, discarding said first cleaned input data record, and storing a subsequently cleaned input data record;

re-comparing the subsequently cleaned input data set to said indexing records; and

iteratively repeating said re-cleaning and re-comparing until a predetermined phase of cleaning is reached and no said match therebetween is determined, and storing the most recent re-cleaned input data record as a new clean data file.

14. (Cancelled)

15. (Previously Presented) A computer memory comprising:

computer code means for receiving an input data record;

computer code means for comparing said input data record to a tabular format set of crude keys;

computer code means for returning a clean key associated with one of said crude keys upon a comparing match;

computer code means for iterative cleaning of said input data record upon a no-match return and storing the iteratively-generated respective cleaned input data record therefrom;

computer code means for re-comparing said iteratively-generated respective cleaned data record to said set of crude keys; and

computer code means for creating a new crude key from a last said iteratively-generated respective cleaned input data record such that said new crude key is added to the set of crude keys.

16. (Cancelled)

17. (Previously Presented) The computer memory as set forth in claim 15 wherein said computer code means for generating the new crude key has heuristic routines.

18. (Previously Presented) The computer memory as set forth in claim 17 further comprising:

computer code means for displaying in said tabular format said crude keys and heuristic routines.

19. (Original) The computer memory as set forth in claim 15 wherein each of said crude keys has an associated pointer to obtain said associated clean key.

20. (Previously Presented) The computer memory as set forth in claim 19 wherein each of said crude keys points to a cleanest one of a plurality of crude keys associated with a clean data file.

21. (Previously Presented) The computer memory as set forth in claim 15 wherein said tabular format is a displayable table, further comprising:

computer code means including heuristic routines for editing said table.

22. (Cancelled)

23. (Previously Presented) A method of doing business comprising:

storing a database of clean data files for each of a plurality of entities;

creating a tabulation of crude keys, each having a pointer to an associated one of said clean data files;

receiving a dirty data record related to at least one entity of said plurality of entities;

comparing said dirty data record to said tabulation;

assigning said dirty data record to one of said clean data files if a match is found based on the comparing;

cleaning the dirty data record by modifying the dirty data record in response to determining that no match is present based on the comparing; and

comparing the cleaned dirty data record to said tabulation.